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**Roberts et al.**(10) **Pub. No.: US 2012/0304206 A1**(43) **Pub. Date: Nov. 29, 2012**(54) **METHODS AND SYSTEMS FOR  
PRESENTING AN ADVERTISEMENT  
ASSOCIATED WITH AN AMBIENT ACTION  
OF A USER****Publication Classification**(51) **Int. Cl.**  
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LICENSING, INC.**, Basking  
Ridge, NJ (US)(57) **ABSTRACT**

Exemplary targeted advertising systems and methods are disclosed herein. An exemplary method includes a media content presentation system presenting a media content program comprising an advertisement break, detecting an ambient action performed by a user during the presentation of the media content program, selecting an advertisement associated with the detected ambient action, and presenting the selected advertisement during the advertisement break. Corresponding methods and systems are also disclosed.

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